

February 24, 2016

Kendall Square Schematic Design & Site Survey







**WHERE WE
LEFT OFF**

relevant studies

Boston Consulting Group

Vitality of innovation needs to be matched with vitality of life

Kendall Square needs an external identity

Social and professional networking and events

Entertainment—wider selection of amenities (restaurants, bars, cafes, shops)

Commercial amenities—pharmacy, grocery store, laundry

K2C2

Nurture Kendall's innovation culture

Support a vibrant environment for interaction

Create great places

Engage buildings and streets to create lively public areas

Expand opportunities for Kendall's diverse community to interact

Lively, walkable streets

Develop wayfinding strategy

Promote environmental sustainability

Mix living, working, learning, and playing

KSA 10 year vision

Attract funding labs/ talent in new fields

Transportation

Address rising prices in commercial real estate

Living and working in Kendall Square

Integrate into the MA ecosystem

Global ecosystem integration

Make innovation spaces more affordable for start-ups

Bring big to small: attract fortune 500

Encourage public events to celebrate innovation and showcase talent

Add signage to let people know where they are and why it is important

the full life cycle
of innovation

more diversity in the
range of industries – bio,
energy, tech

the frequency and strength of
academic/industry
partnerships make KS a force

MIT, Cambridge Innovation
Center, think tanks,
entrepreneurial culture, smart
people, high energy

how are we different?

density of R&D activity
within such small confines

one of densest
innovation clusters in
world

unique in its depth and
density of innovation
raw materials

high energy, innovation,
entrepreneurs, pushing
the envelope

nerd stereotype: very
intelligent and ambitious
people but a little
socially awkward

we are not as young or hip
as SV, or Austin. our origins
are more MIT engineers.
hipsters nerdy cousin

what is the current vibe?

the personality is very thoughtful
and business oriented with
moments of playfulness

lots of brain power, exciting
ideas, lots of opportunity to
"bump and connect" with people
working on interesting things

innovative, funky, hip, always
evolving, surprising, unexpected,
quirky, edgy, sometimes hidden,
mysterious.

could use more play,
visible creativity, and
spontaneity

a “common theme”
to define the area

wayfinding system—where is
MIT when you get out of T

remains unaddressed is a
concentrated, coordinated effort
to promote the research

what's missing?

experience can be
cold, hard to capture

a “soul” that touches
the human spirit
through culture or art

an exciting central
gathering space that is
definable, recognizable
and memorable

more public art. things that
activate the public spaces

lacks identity

an engine for generating solutions for the world's problems

the innovative culture of MIT pervades the people and its organizations

there is no greater place to incubate an idea

exciting, happening place to be on the cutting edge of really cool innovations that will change our world

what is the single message?

the concentration and quality of research being done

every day thousands of people work at solving problems, growing industries, finding cures for diseases and making the world a better place

street level experiences would offer magic, mystery, beauty and fun

trains, buses and bikes are everywhere. within the buildings are creative ideas being explored in labs and lecture halls

Times Square of the R&D world. a multi-building museum among the streetscapes and lobbies

what might a visitor experience in the future?

overwhelmed exploring content, choosing new interests to explore and testing novel ideas

well lit, well marked (wayfinding), better defined central "place"

it will visually look the way it feels inside

Kendall packs more intellectual capital per square mile than any place on the planet

density

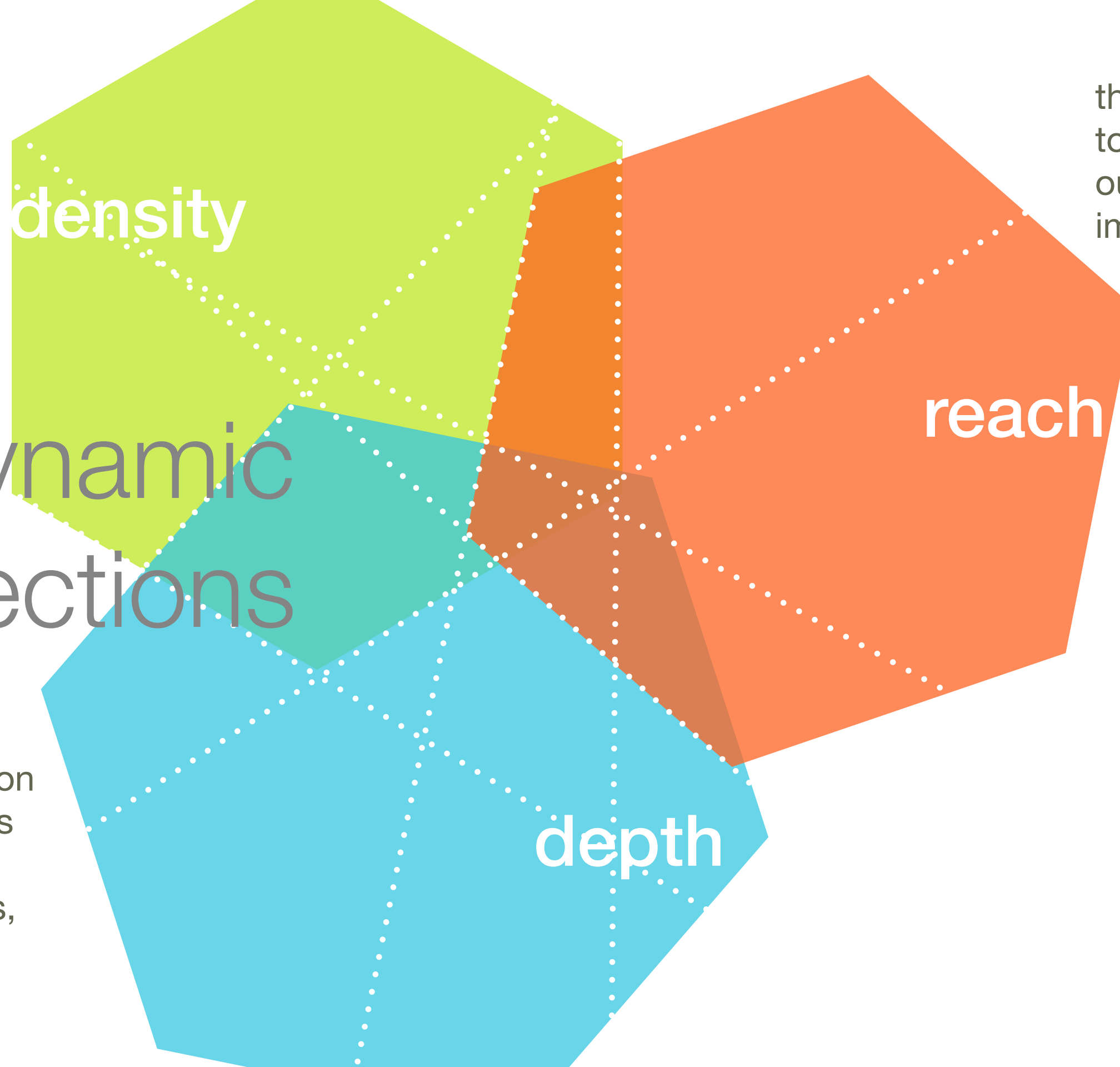
the world comes to Kendall and our solutions impact the world

reach

dynamic intersections

Kendall innovation defies categories spanning IT, bio, life sciences, energy, robotics

depth





landmark

prominent physical features of such distinction that it can be used as a reference point for all.

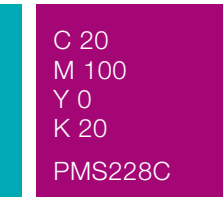
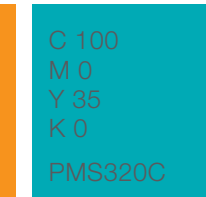
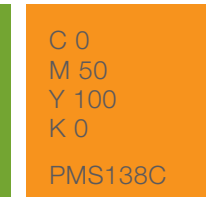
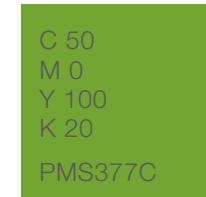
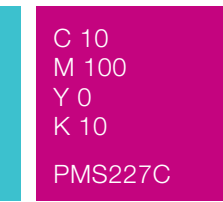
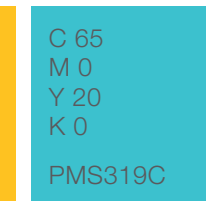
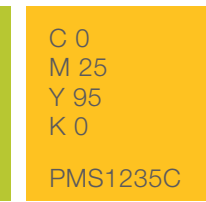
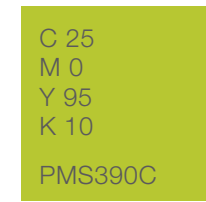
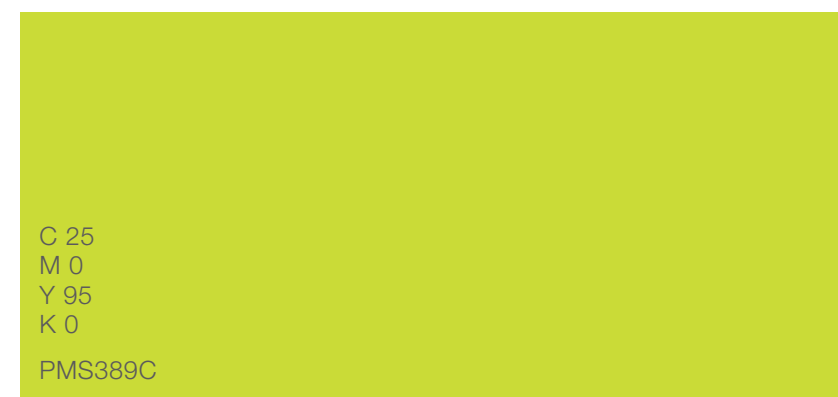
wayfinding

signage or other directional indicators that provide orientation, scale and navigational cues.

experiential

installations or frameworks that engage the visitor and support planned or spontaneous activities.

SHARED
VALUES
COMMON
GROUND



KSA blue

KSA gray



WAYFINDING PROGRAM



Kiosk



Phone



Walking map



Human



Alice

Managing partner coming from Seaport



Henri

Researcher from Zurich, visiting Kendall to attend a symposium.



Matt

New MIT student, visiting Kendall to explore the area.



The Meyers

Family from Ohio, visiting Boston for the first time.



Limited



Alice

Managing partner coming from Seaport



Phone



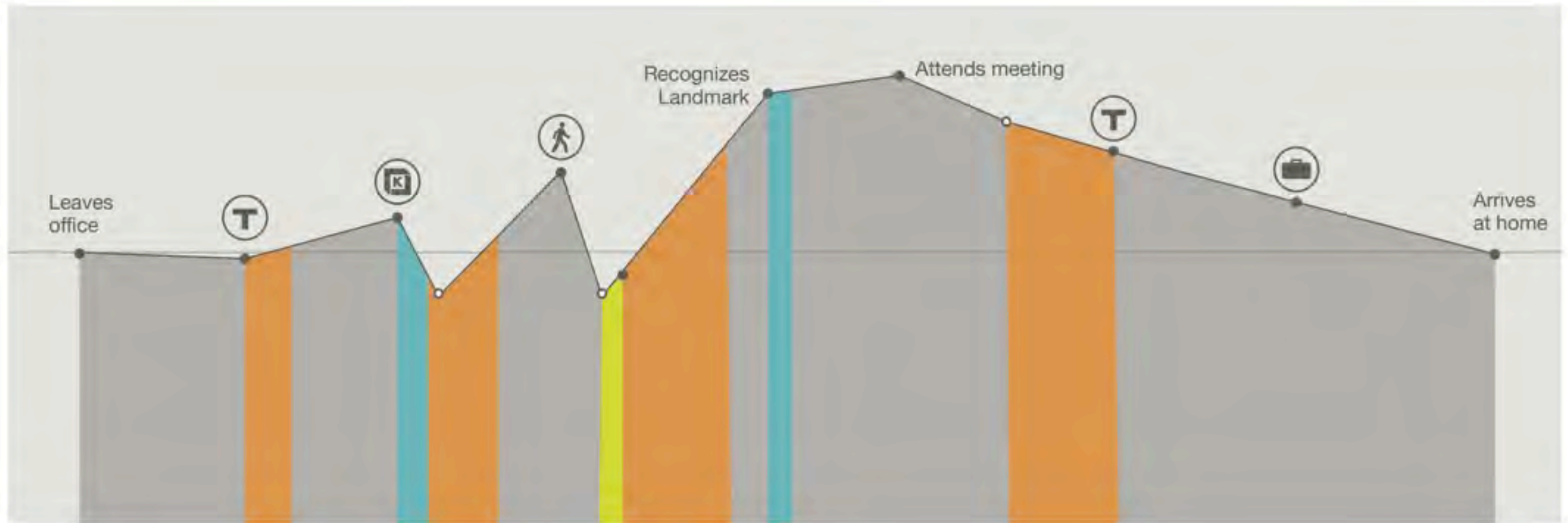
Kiosk



Walking Map



Verbal Directions





Limited



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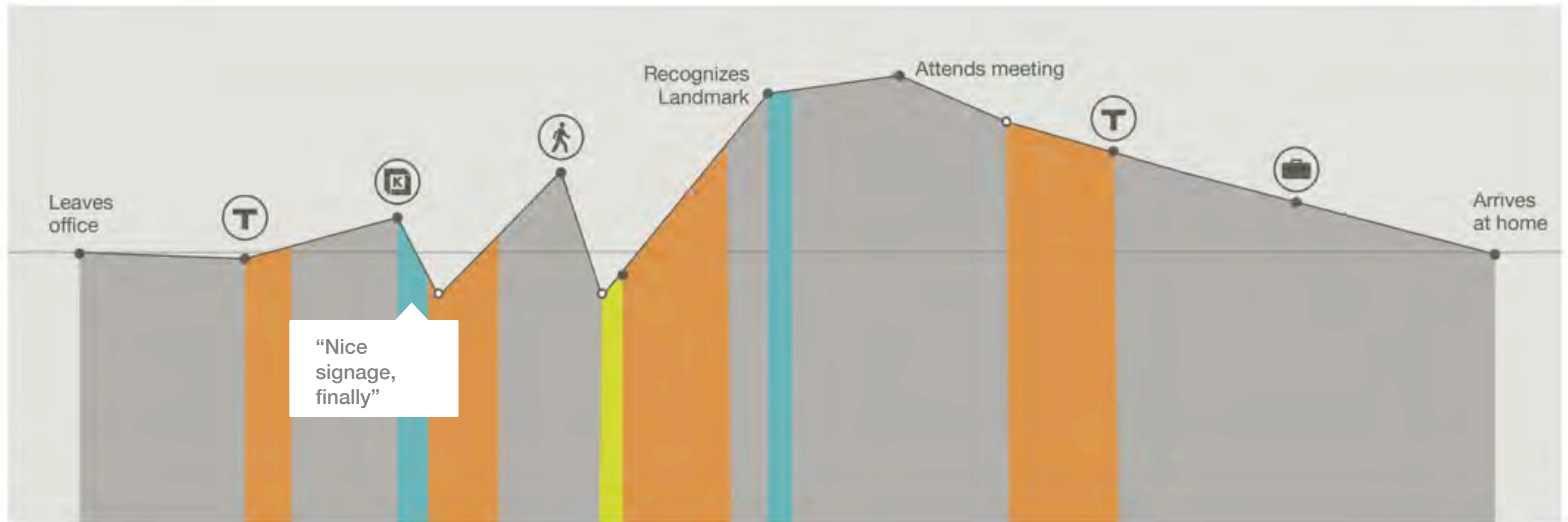
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Walking Map



Verbal Directions





Moderate



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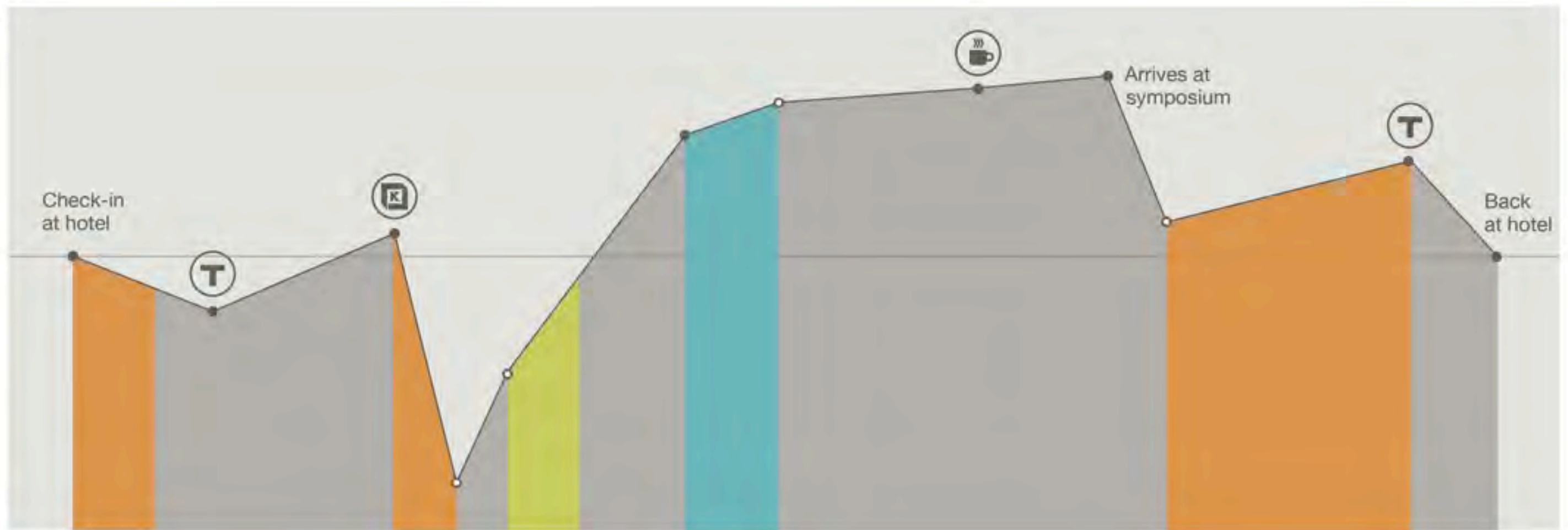
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Verbal Directions





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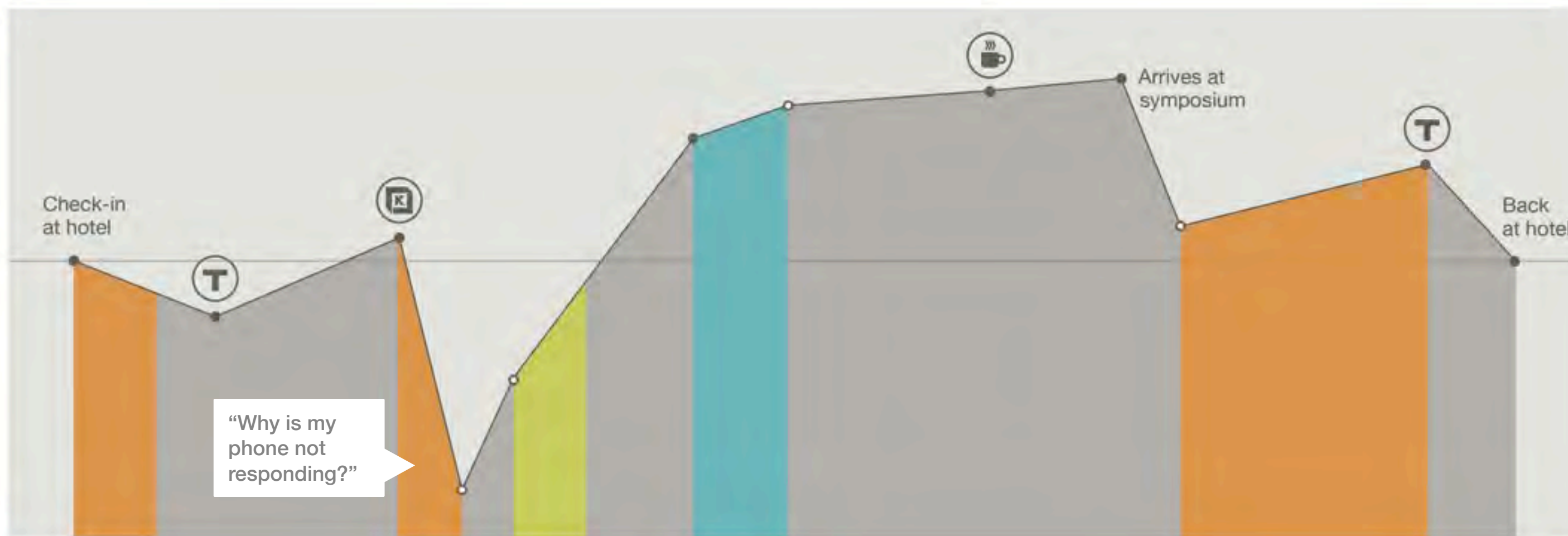
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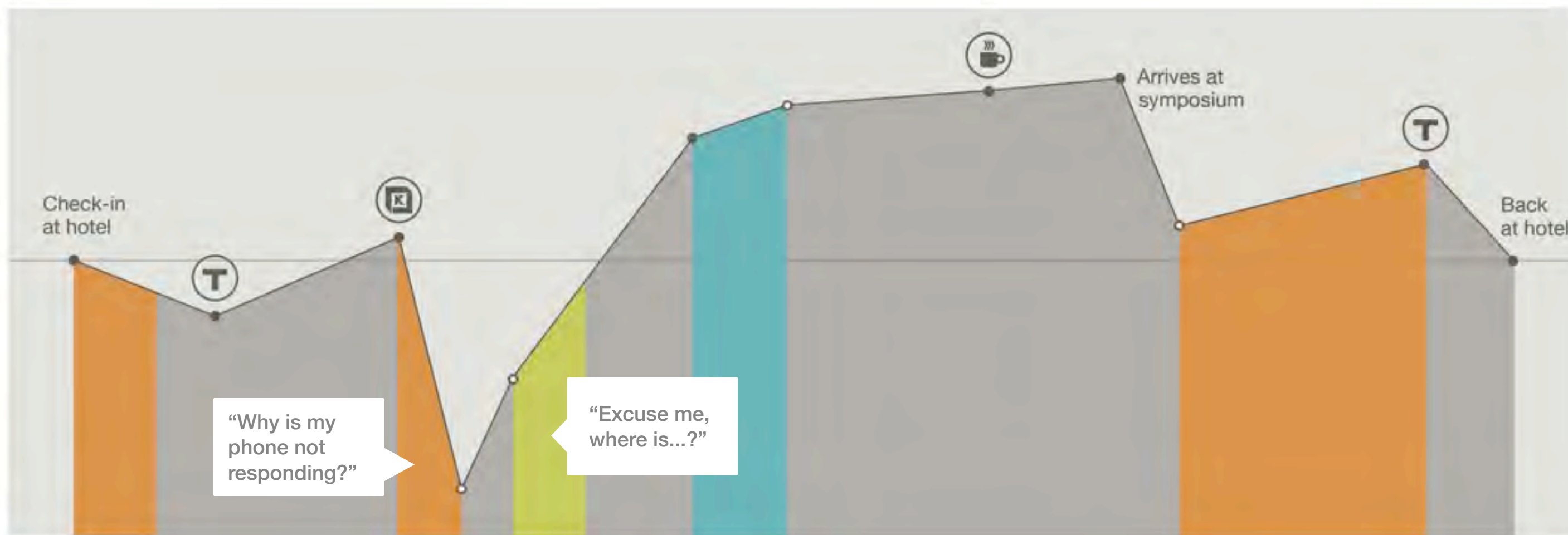
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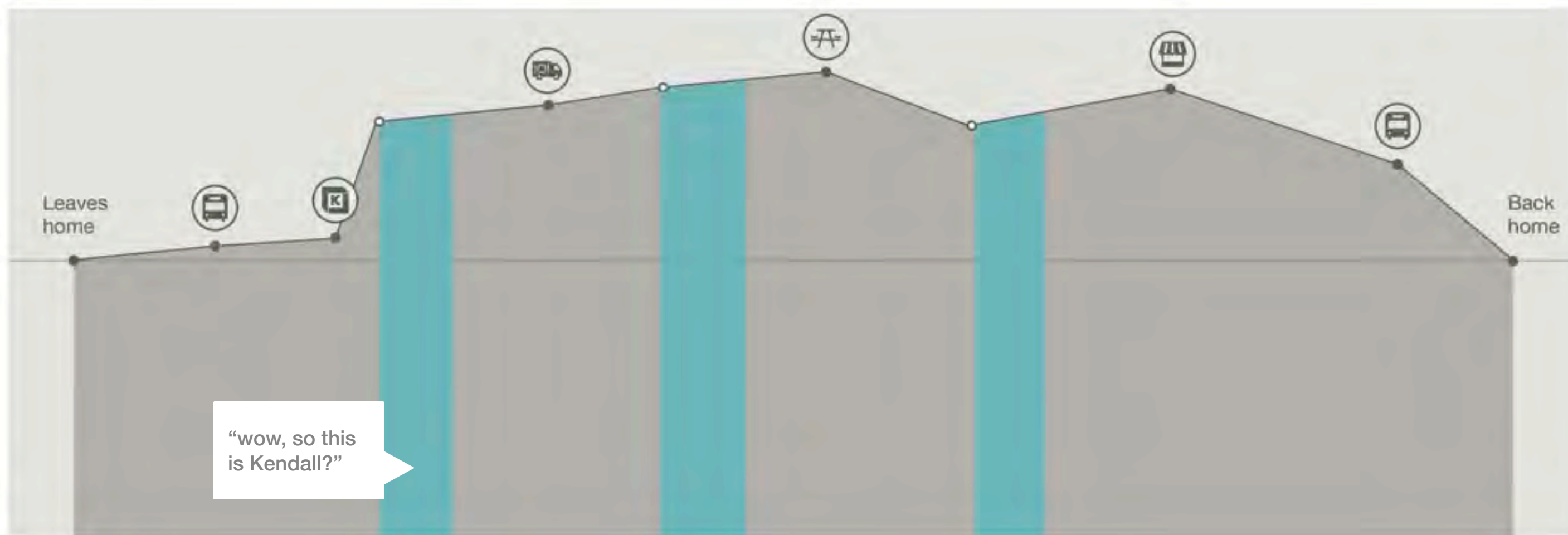
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Walking Map



Verbal Directions



"wow, so this is Kendall?"



Unlimited



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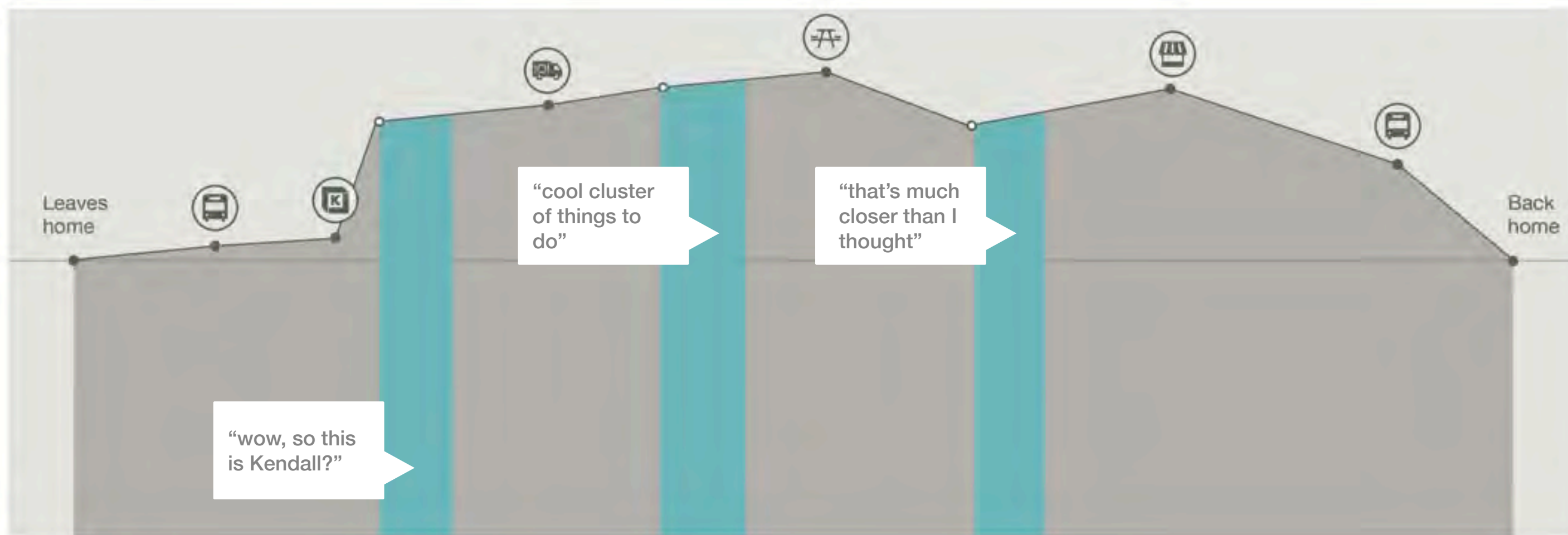
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Walking Map



Verbal Directions





Unlimited



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Family from Ohio, visiting Boston for the first time.



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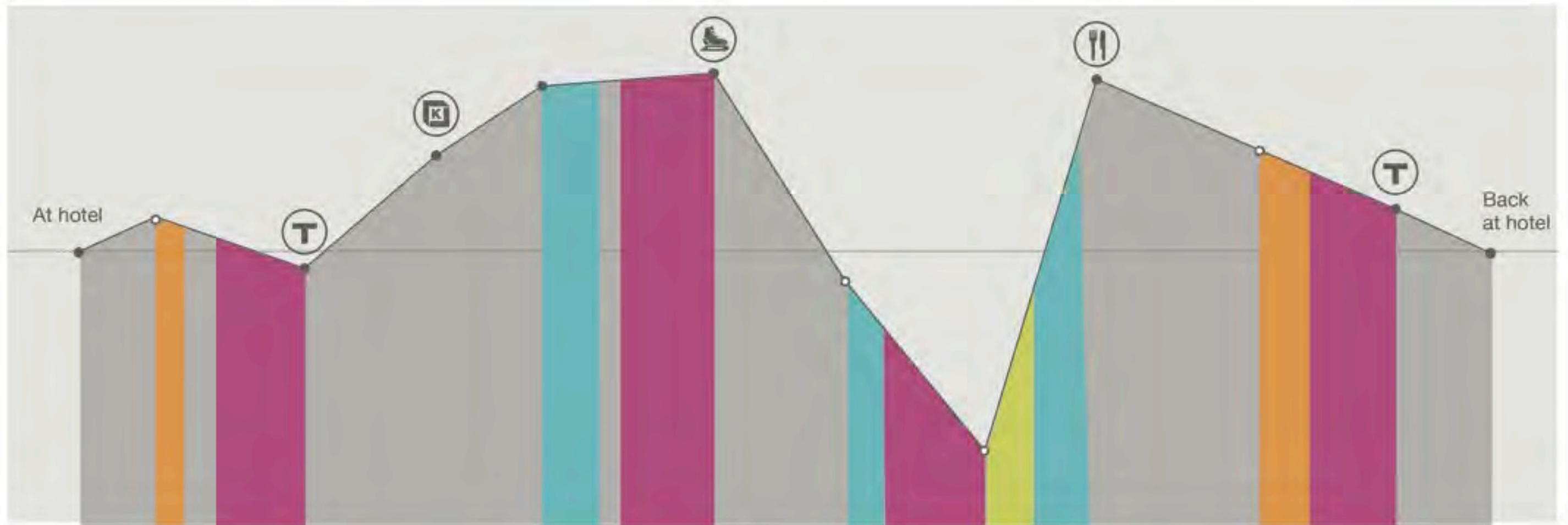
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Verbal Directions





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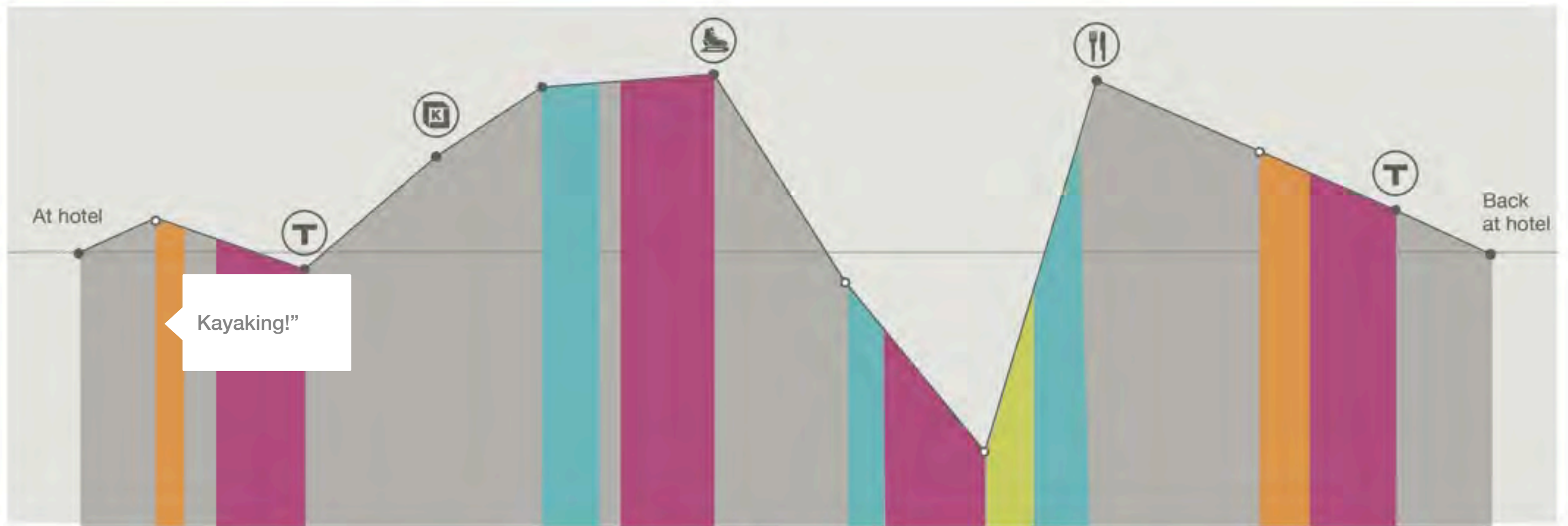
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Walking Map



Verbal Directions





Unlimited



The Meyers

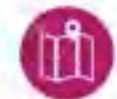
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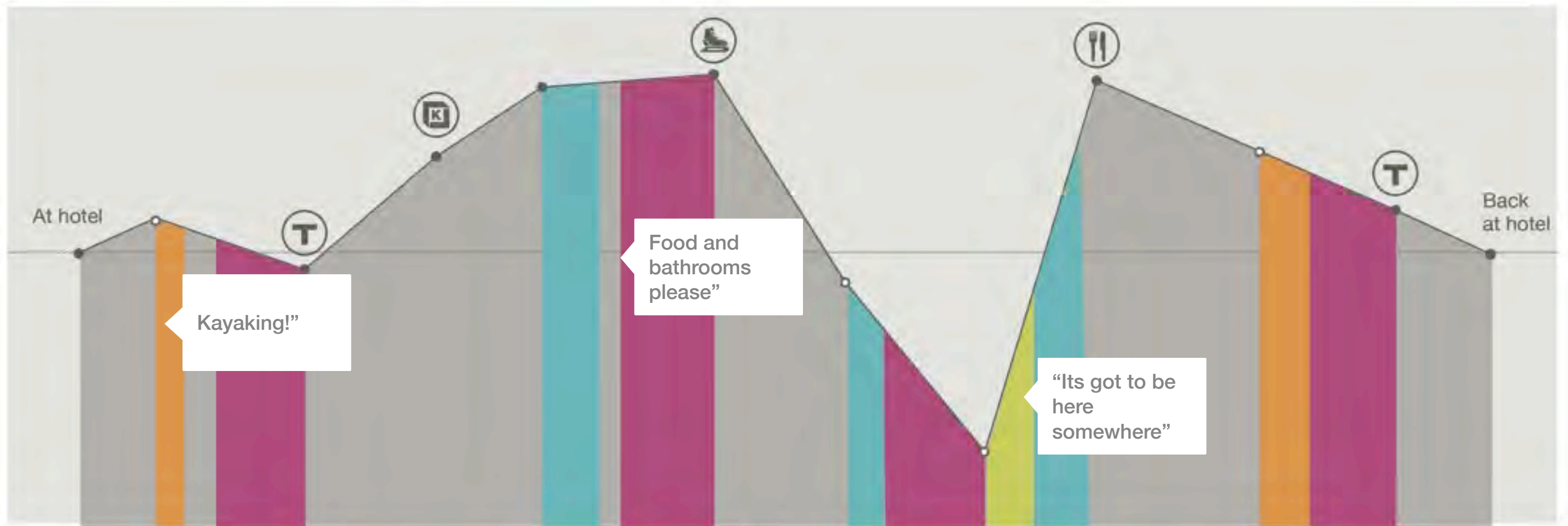
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Verbal Directions





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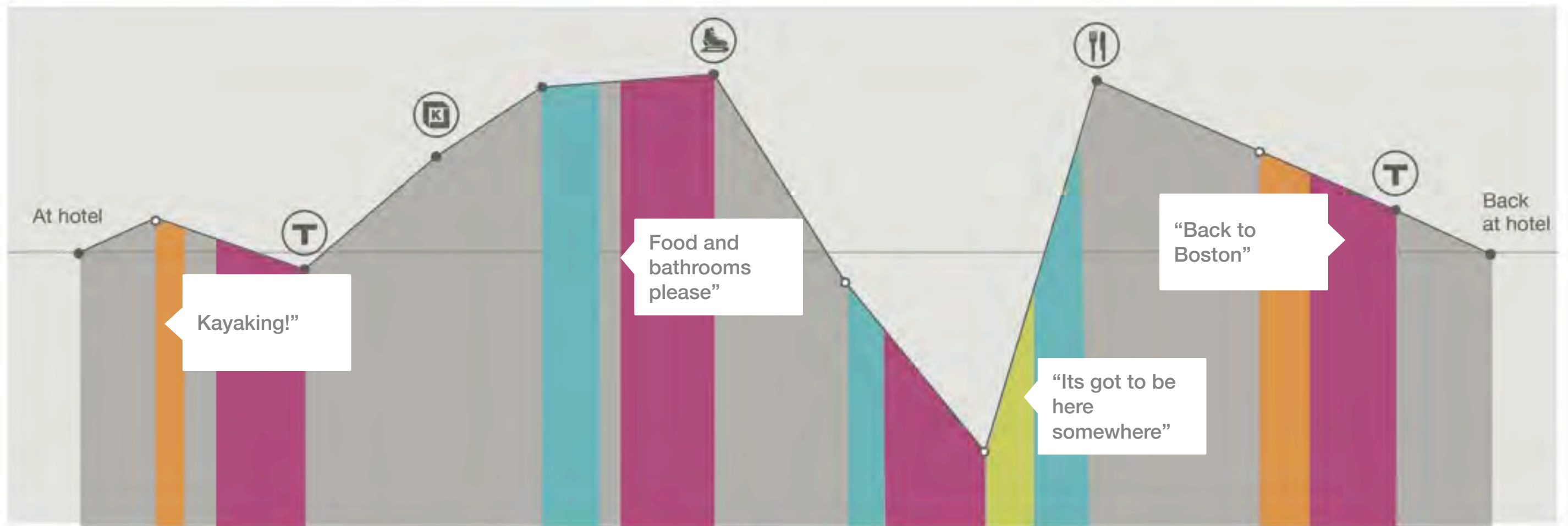
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Walking Map



Verbal Directions





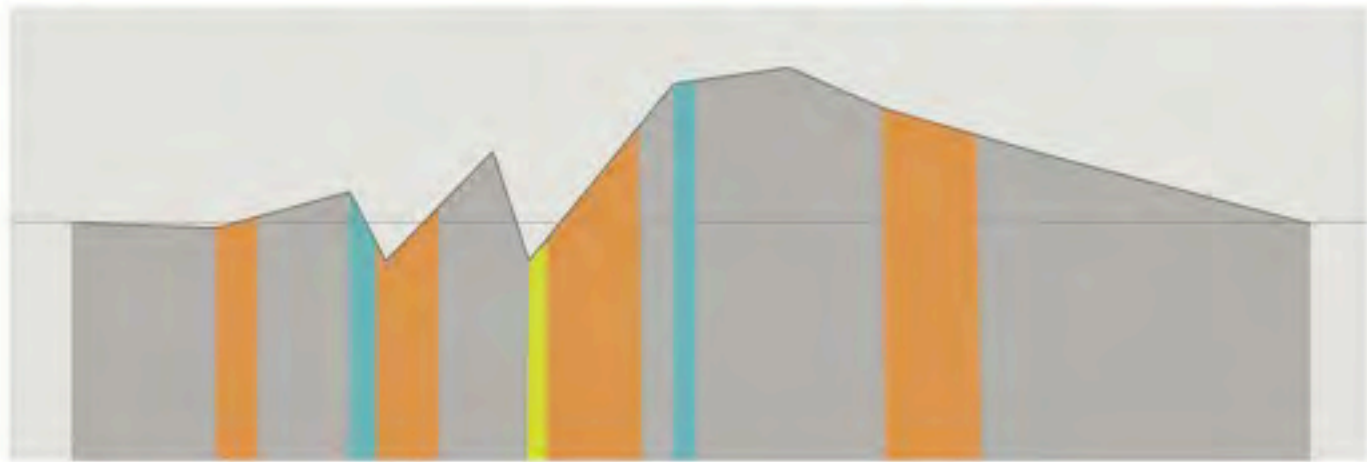
Henri



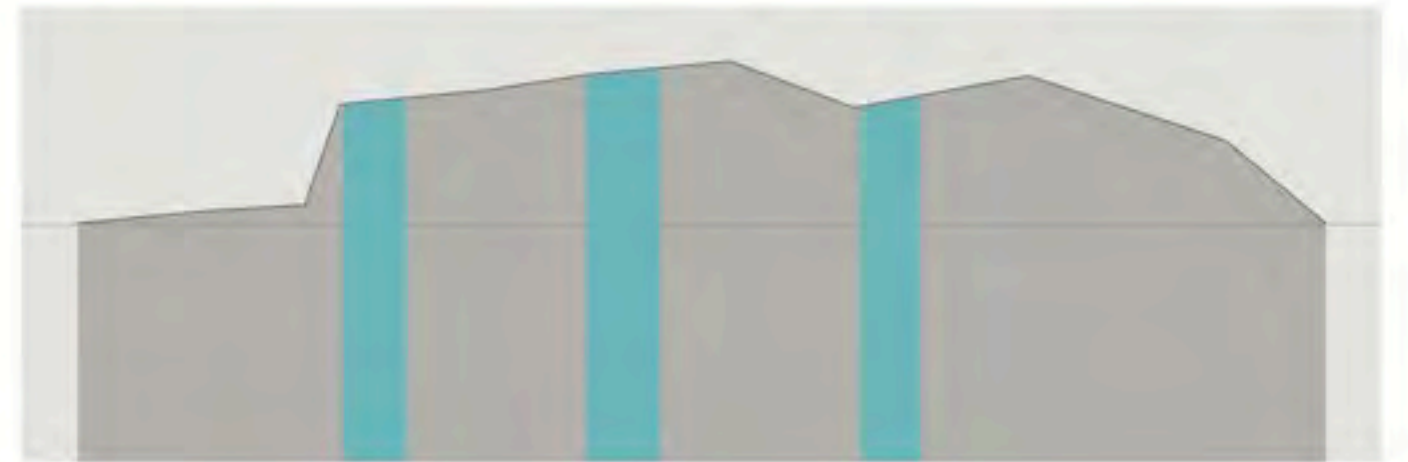
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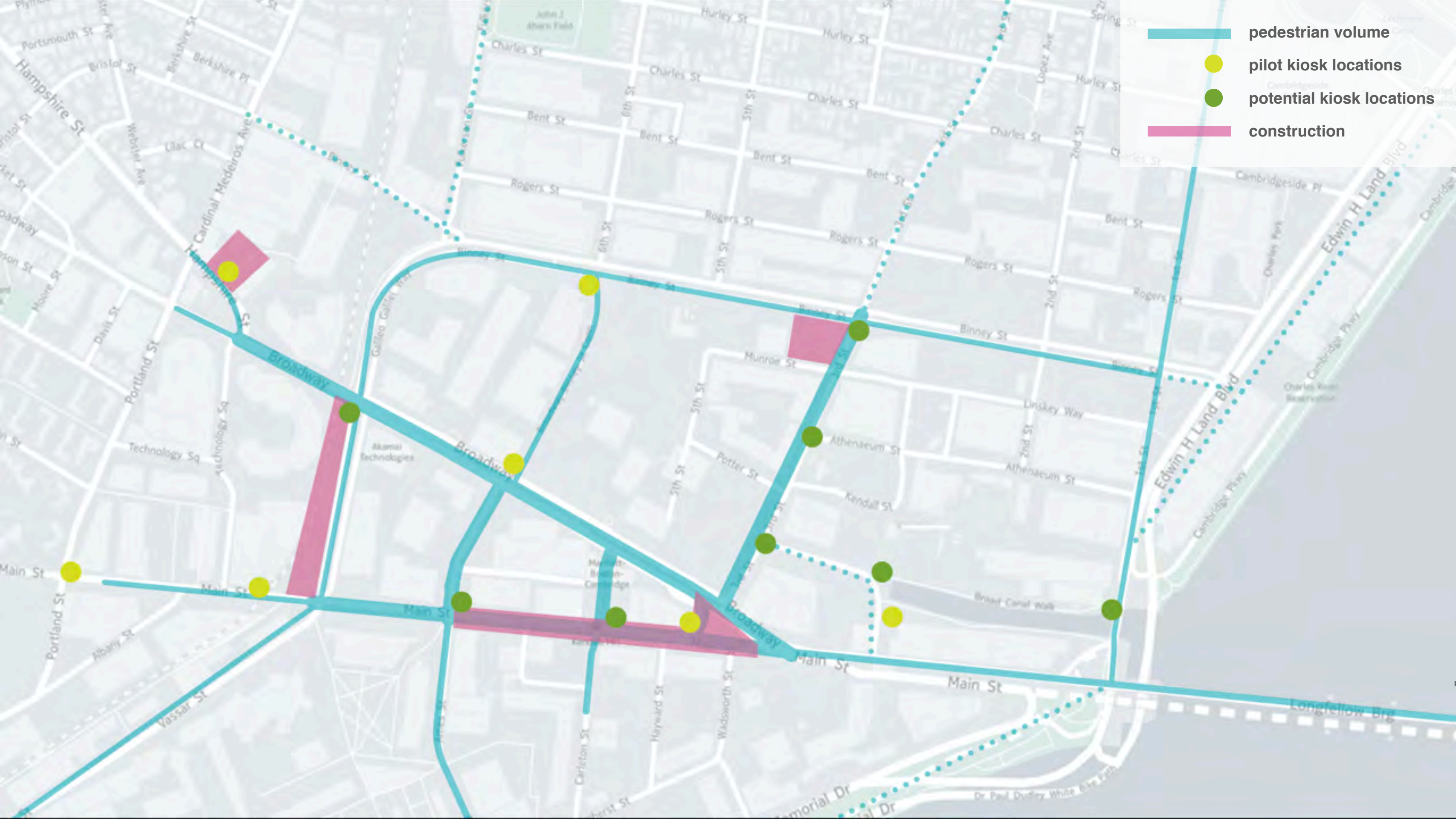


Alice



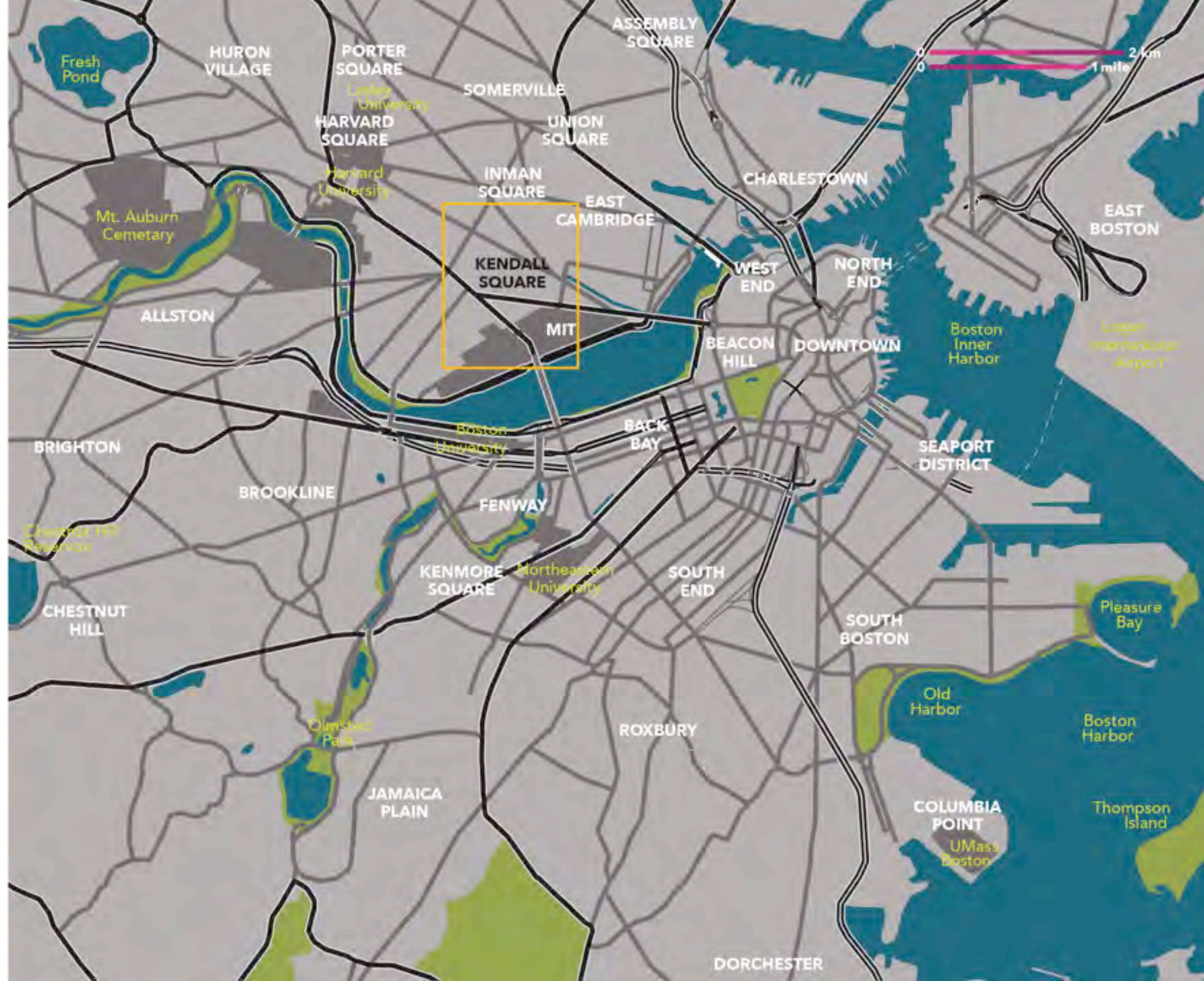
Matt





- pedestrian volume
- pilot kiosk locations
- potential kiosk locations
- construction

MAPPING



Fresh Pond

HURON VILLAGE

PORTER SQUARE

SOMERVILLE

ASSEMBLY SQUARE

HARVARD SQUARE

UNION SQUARE

Harvard University

INMAN SQUARE

EAST CAMBRIDGE

CHARLESTOWN

Mt. Auburn Cemetary

ALLSTON

KENDALL SQUARE

MIT

WEST END

NORTH END

EAST BOSTON

Boston Inner Harbor

Logan International Airport

BRIGHTON

BROOKLINE

FENWAY

BACK BAY

BEACON HILL

DOWNTOWN

SEAPORT DISTRICT

Chestnut Hill Reservoir

KENMORE SQUARE

Northeastern University

SOUTH END

CHESTNUT HILL

Quincy Park

JAMAICA PLAIN

ROXBURY

SOUTH BOSTON

Old Harbor

Pleasure Bay

Boston Harbor

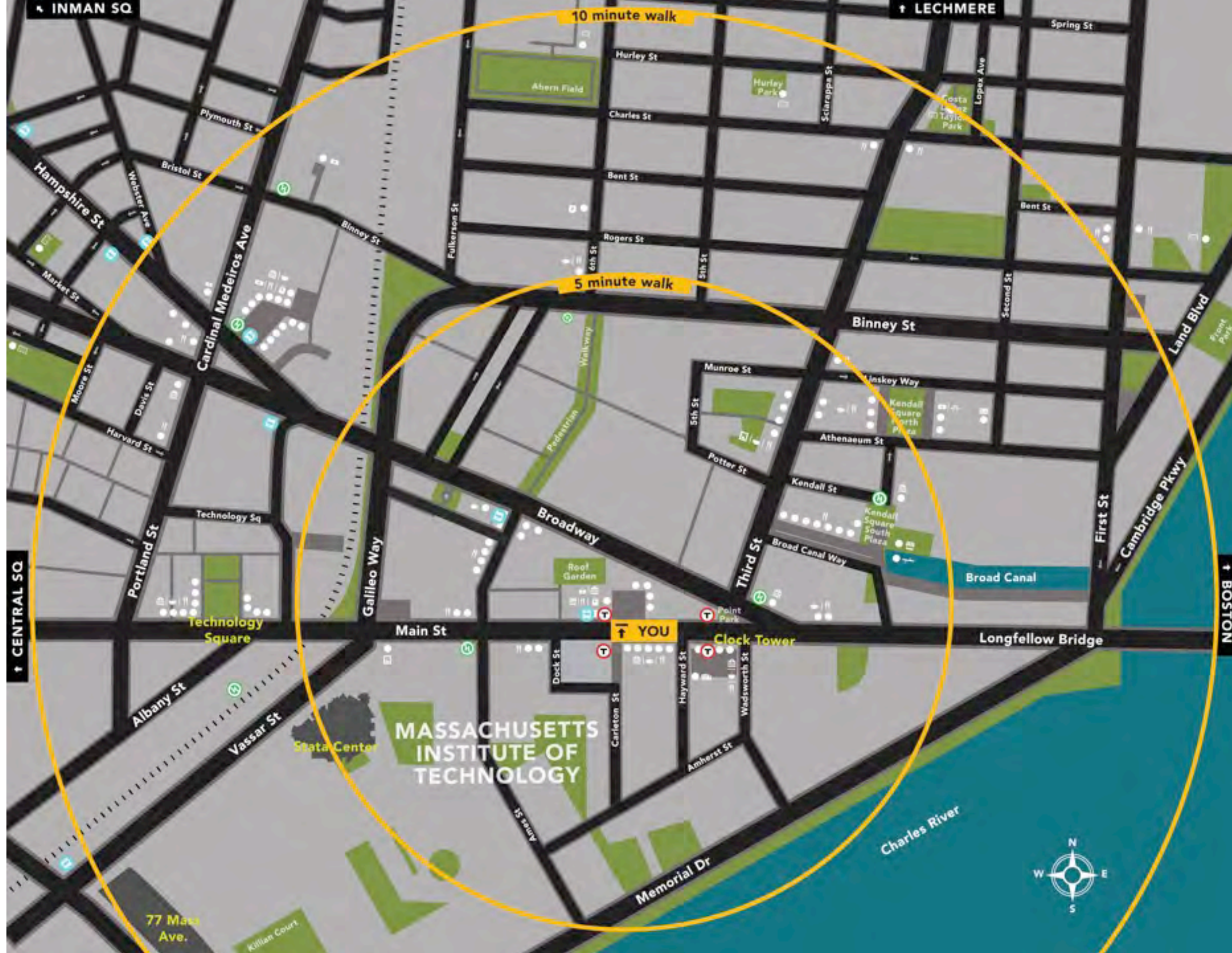
COLUMBIA POINT

UMass Boston

Thompson Island

DORCHESTER

0 1 mile 2 km



10 minute walk

5 minute walk

YOU

MASSACHUSETTS INSTITUTE OF TECHNOLOGY



BOSTON

CENTRAL SQ

INMAN SQ

Charles River

77 Mass Ave.

Technology Square

Clock Tower

Stata Center

Binney St

Broadway

Main St

Longfellow Bridge

Cambridge Pkwy

Spring St

Bent St

Munroe St

Athenaeum St

Kendall St

Third St

Hayward St

Amherst St

Memorial Dr

Dock St

Carlton St

Wadsworth St

15 way

Galileo Way

Binney St

Fulverson St

Charles St

Hurley St

Bent St

Rogers St

6th St

5th St

5th St

Potter St

Broad Canal Way

Point Park

Hayward St

Amherst St

Wadsworth St

Memorial Dr

Podiatrist Walkway

Root Garden

Point Park

Carlton St

15 way

Memorial Dr

Memorial Dr

Memorial Dr

Abern Field

Hurley Park

Costa Lopez Taylor Park

Front Park

Technology Sq

Technology Square

Stata Center

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Binney St

PRIORITY	CONTENT
1	your location 5/10 minute walk
2	landmarks major streets public transportation water and green space points of interest
3	minor streets sidewalks / plazas north arrow neighborhoods
4	train tracks one way streets landmark footprints
not including	crosswalks taxi stands parking bike lanes bus routes street numbers companies restrooms

PRIORITY	CONTENT
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hubway



bus stop



the T

PRIORITY	CONTENT
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farmers market



sitting area



arts & entertainment



restaurant



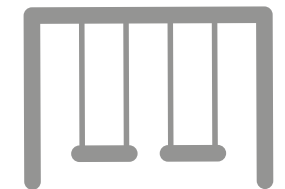
post office



shopping



police station



playground



food truck



bank/atm

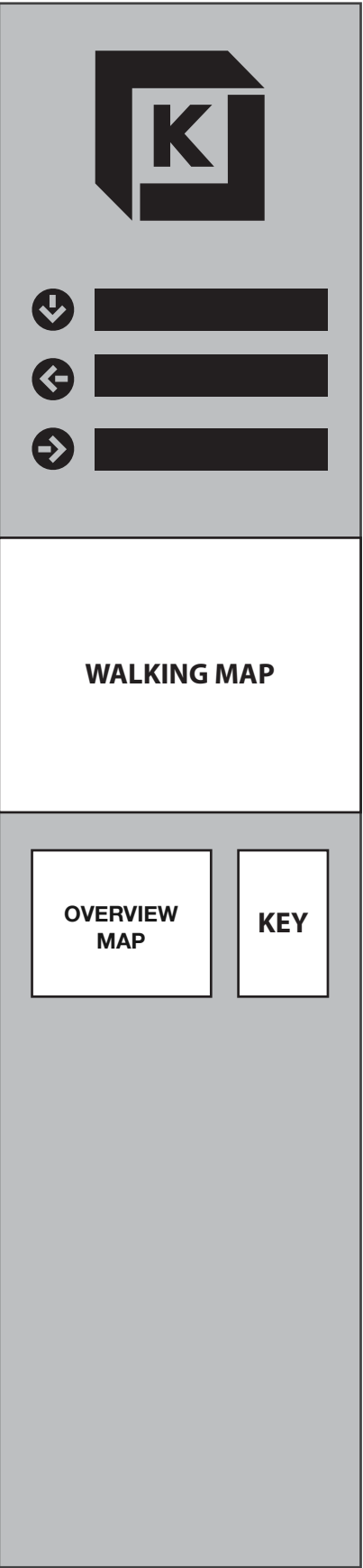


café

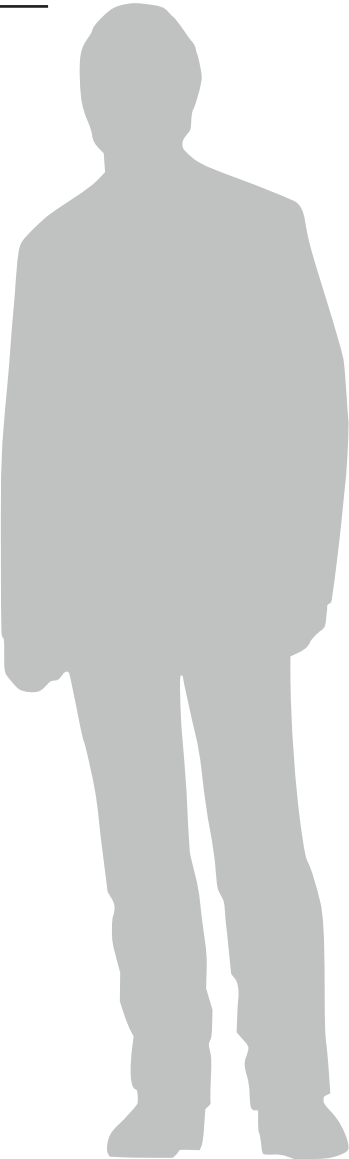


gallery

DESIGN VOCABULARY

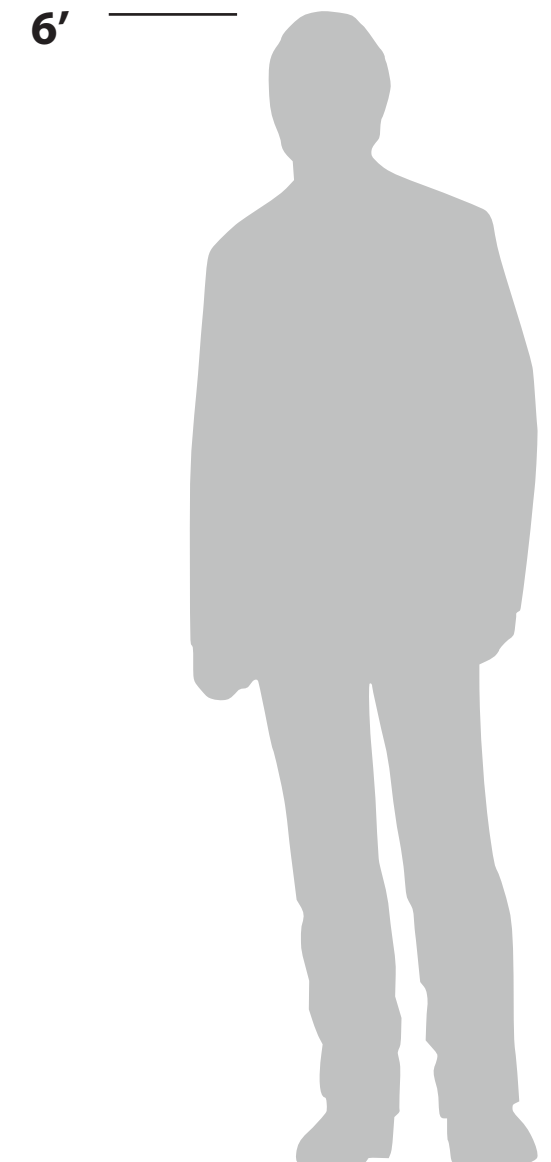
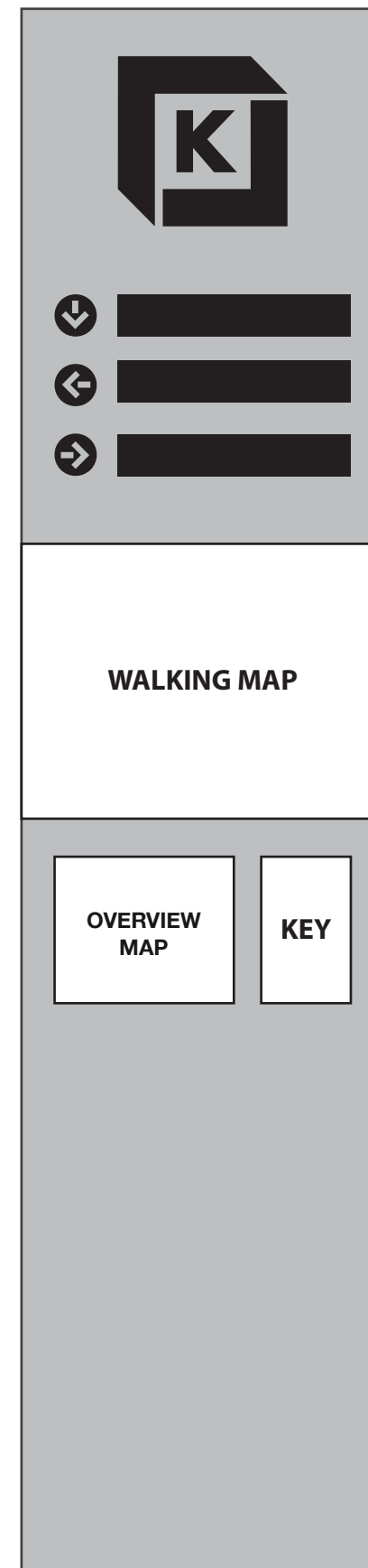


6'





level 1
beacon provides distance
cue for final destination





Alice

level 1
beacon provides distance
cue for final destination



Henri

level 2
quick sense
of key destination

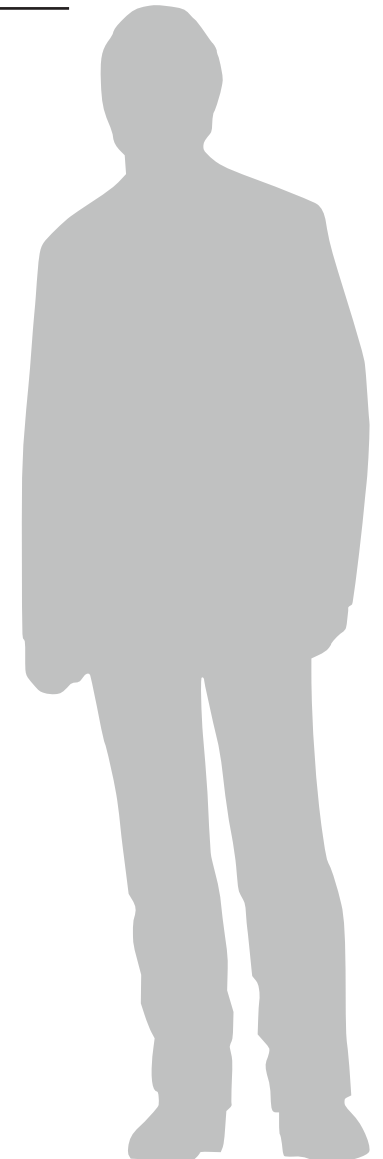


WALKING MAP

OVERVIEW
MAP

KEY

6'





Alice

level 1
beacon provides distance
cue for final destination



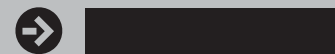
Henri

level 2
quick sense
of key destination



Matt

level 3
provides detailed
features and navigation
across the district

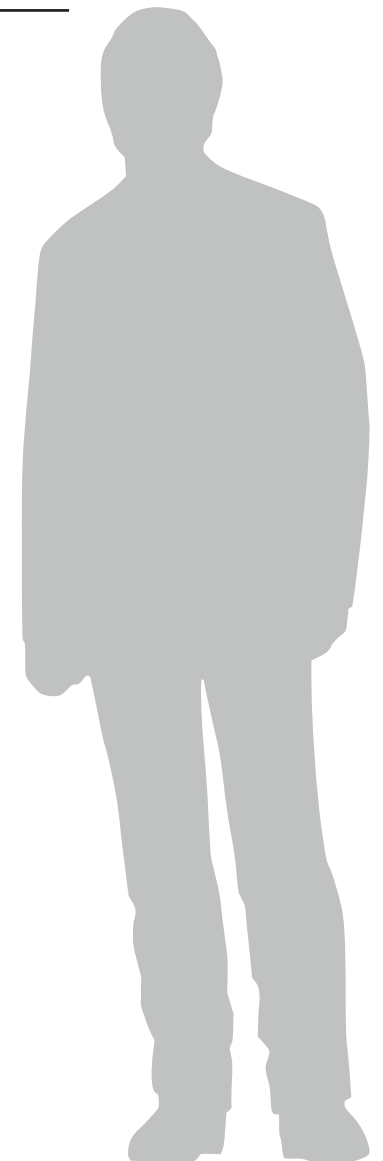


WALKING MAP

OVERVIEW
MAP

KEY

6'





Alice

level 1
beacon provides distance
cue for final destination



Henri

level 2
quick sense
of key destination



Matt

level 3
provides detailed
features and navigation
across the district



The Meyers

level 4
overview map provides
context in relation to
greater Cambridge/Boston

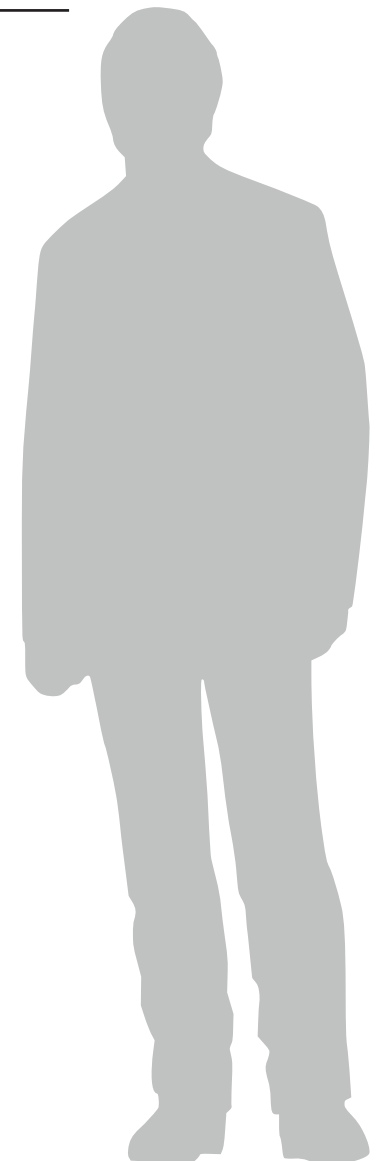


WALKING MAP

OVERVIEW
MAP

KEY

6'









1



2



3

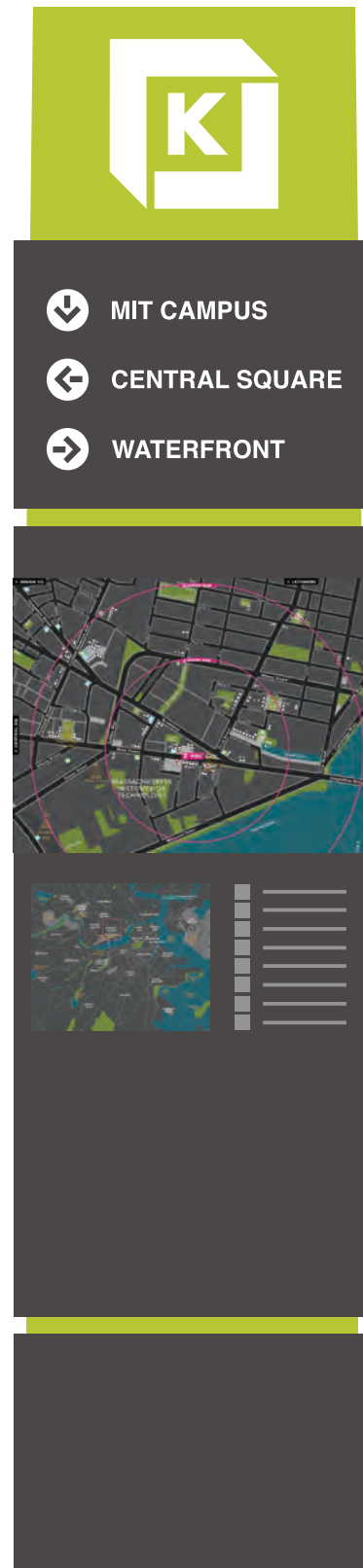


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1



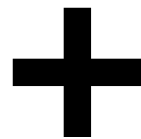
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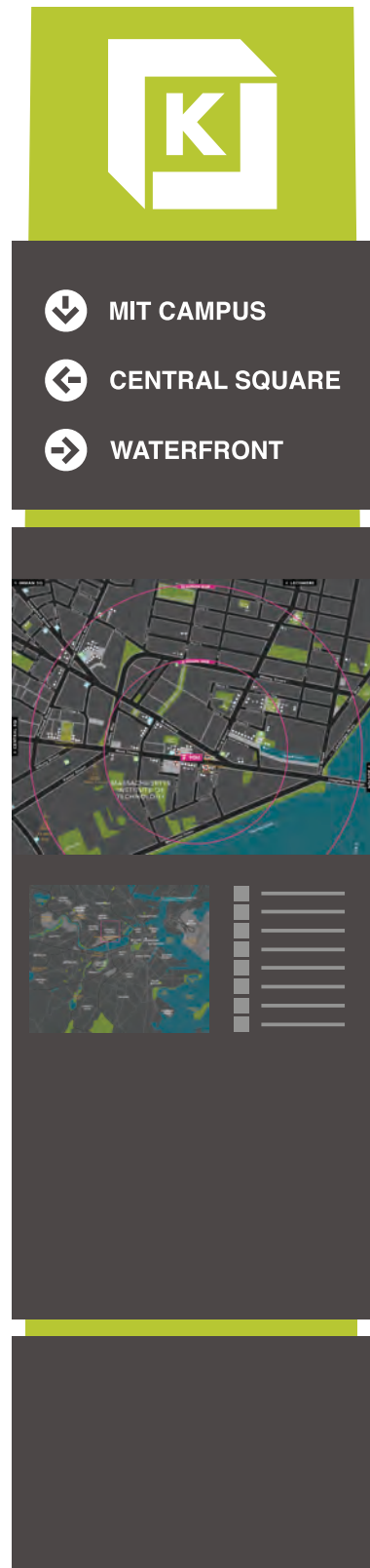
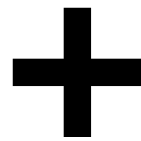
3



2/24/2016



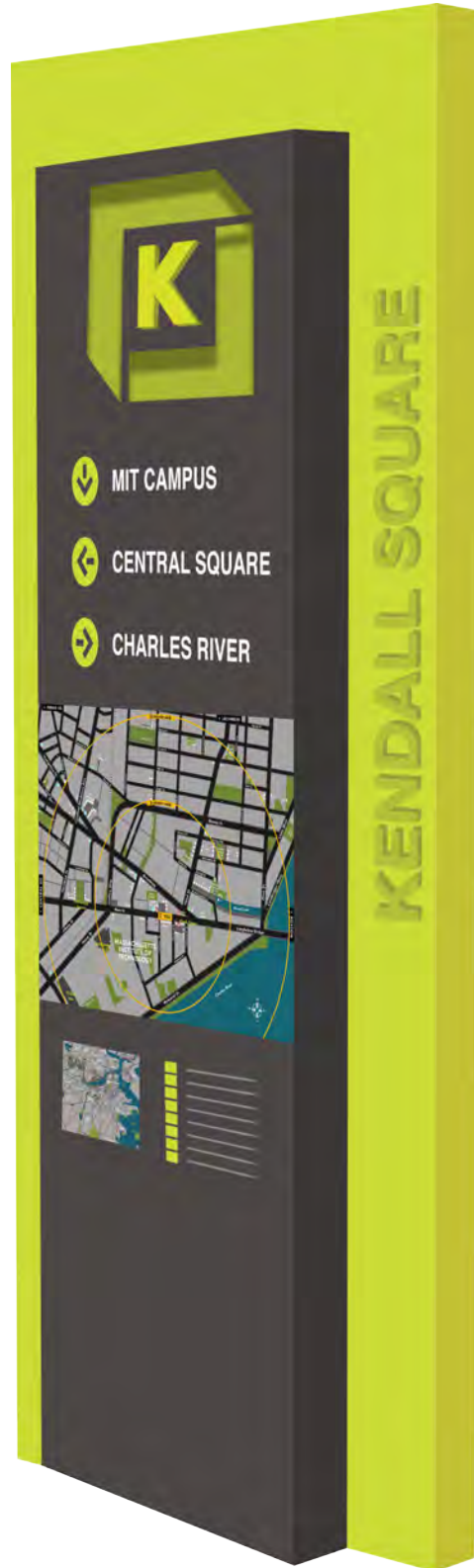
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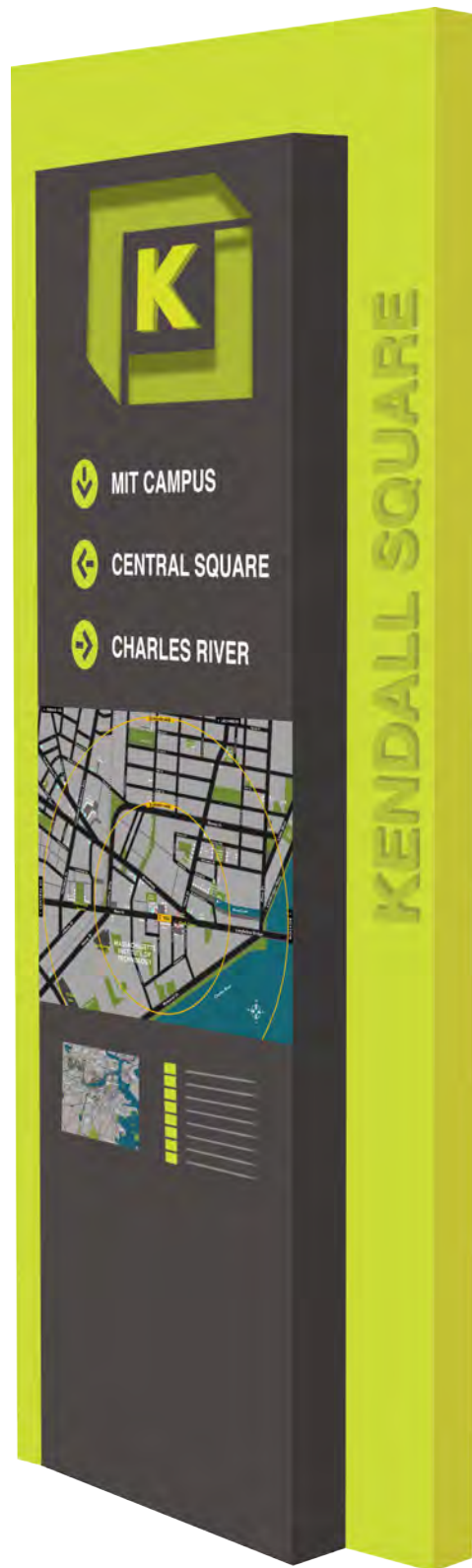
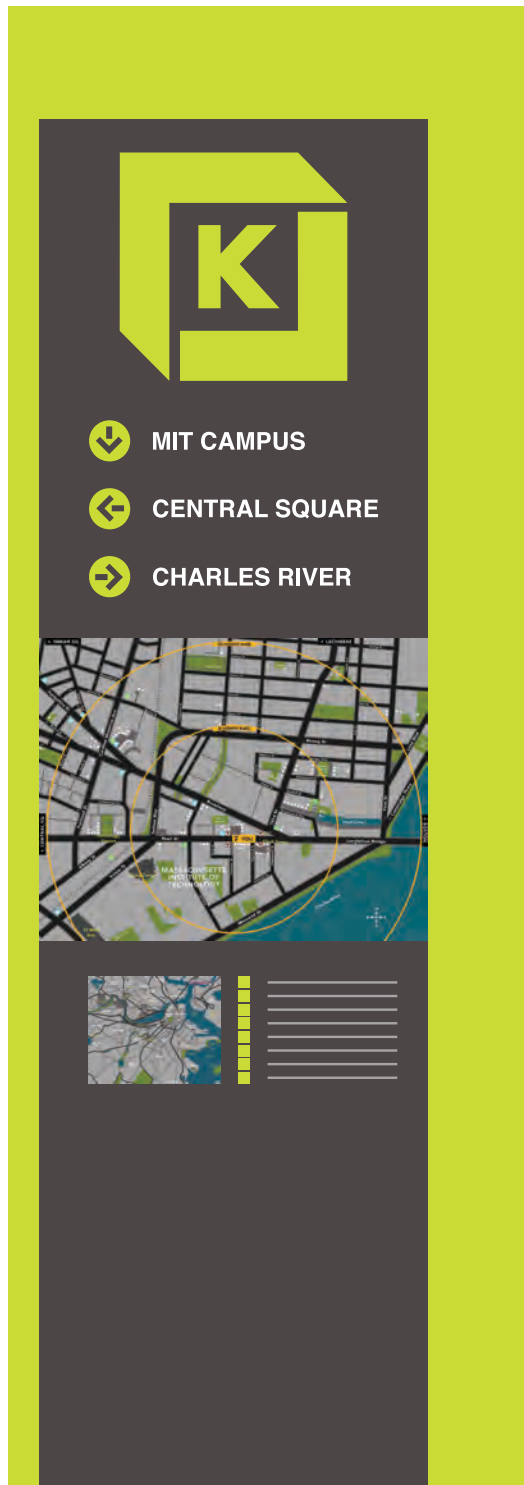


Consolidated Feedback:

1. Increase visual impact of signature color
 - Inner green sleeve protruding top and side (asymmetrical)
 - Add Kendall Square name to overhanging green sleeve
 - Include visible panel breaks
2. Stronger street presence (Beacon)
 - Increase size and proportions
 - Increase visibility of the K logo on the top
 - Detail ideal locations based on foot traffic
 - Increased visibility of directional text
3. Map
 - Heads Up vs. North Facing
 - Color and Contrast
 - Revised nomenclature
 - Conform to ADA standards
 - Installation/Fabrication

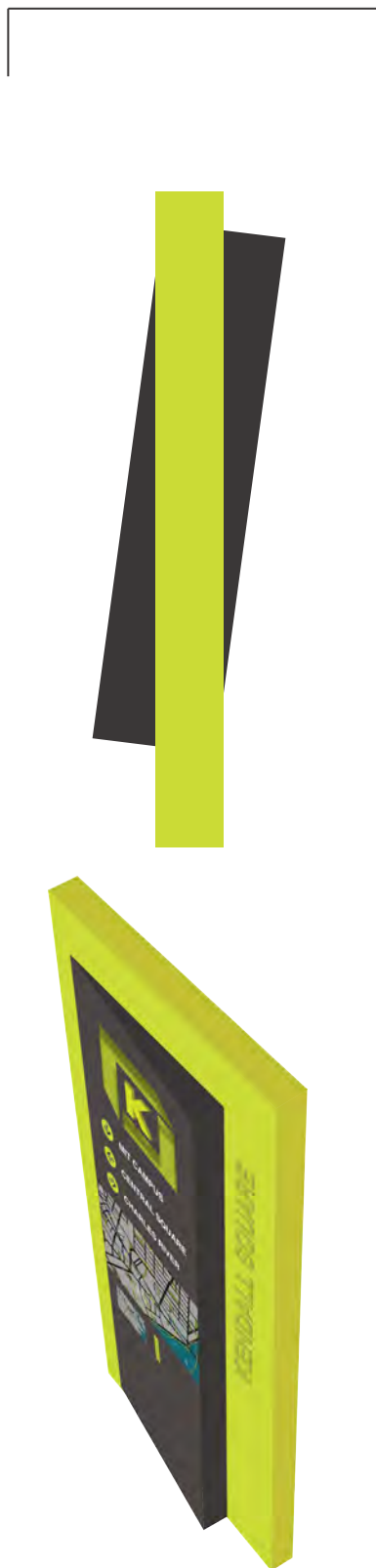




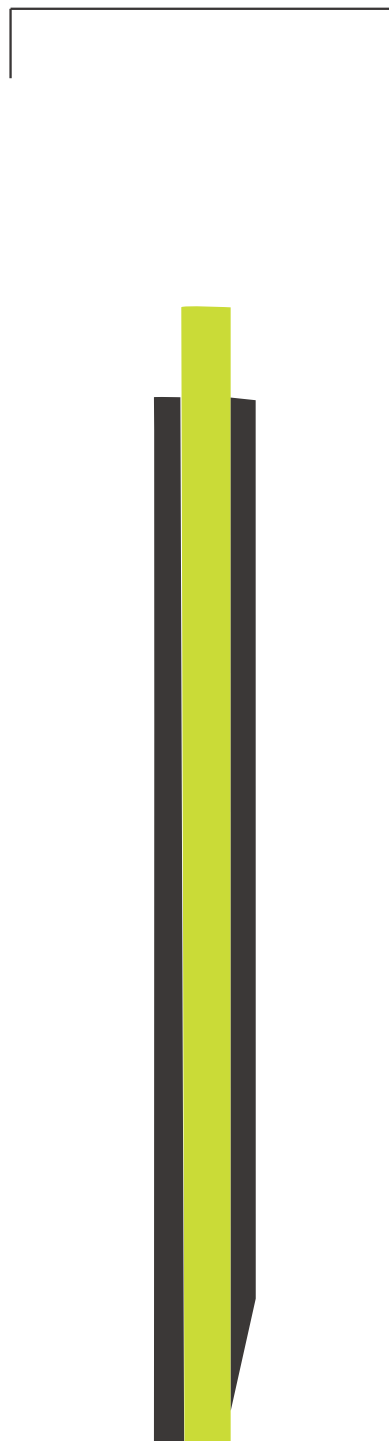




Top Views



Side View





- MIT CAMPUS
- CENTRAL SQUARE
- CHARLES RIVER



KENDALL SQUARE



Fidelity



rebecca's cafe



Kendall

walking map



Materials / Maintenance

- Fabricated aluminum panel system (ease of maintenance, lower cost)
- The maps directly imaged on the panels (durability)
- UV ink for increased visibility
- Top coated for 5 year fade resistance
- ADA compliant



Next Steps

Today:

- **determine kiosk design direction**
- **gather feedback on design and content of kiosk and map**

Moving forward:

- **incorporate feedback on map and kiosk**
- **regulatory review with CRA**
- **confirm kiosk locations and orientation with each property owner**
- **finalize key destinations and map orientation specific to each kiosk**
- **additional signage recommendations**
- **update fabrication costs**
- **design detailing, production and installation**



"A sense of place is a unique collection of qualities and characteristics – **visual, cultural, social, and environmental** – that provide meaning to a location.

Sense of place is what makes one city or district different from another, but sense of place is also what makes our physical surroundings worth caring about."

Edward T. McMahon
The Distinctive City